

LOUISIANA TOURISM INDUSTRY MONTHLY INDICATORS

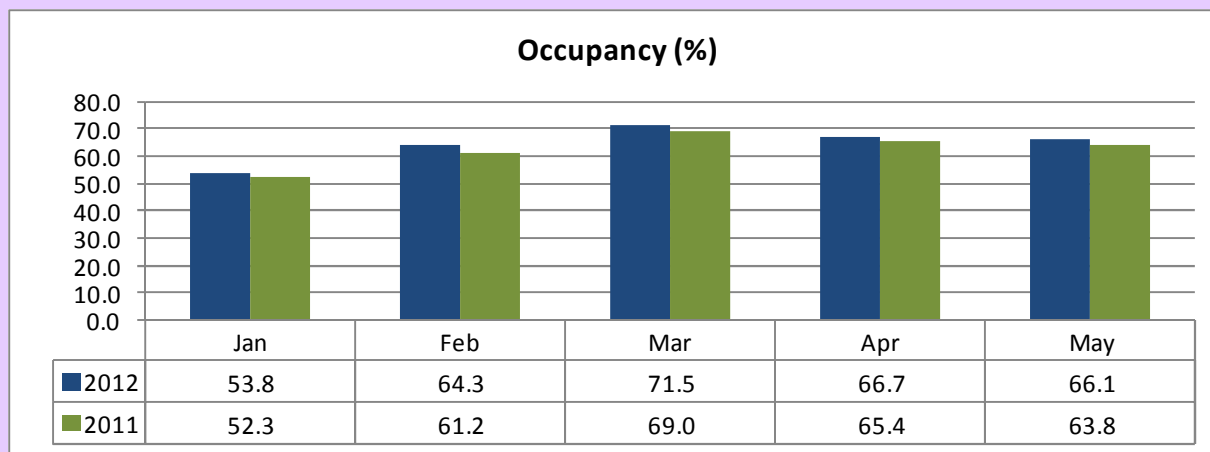


Produced by the Louisiana Office of Tourism

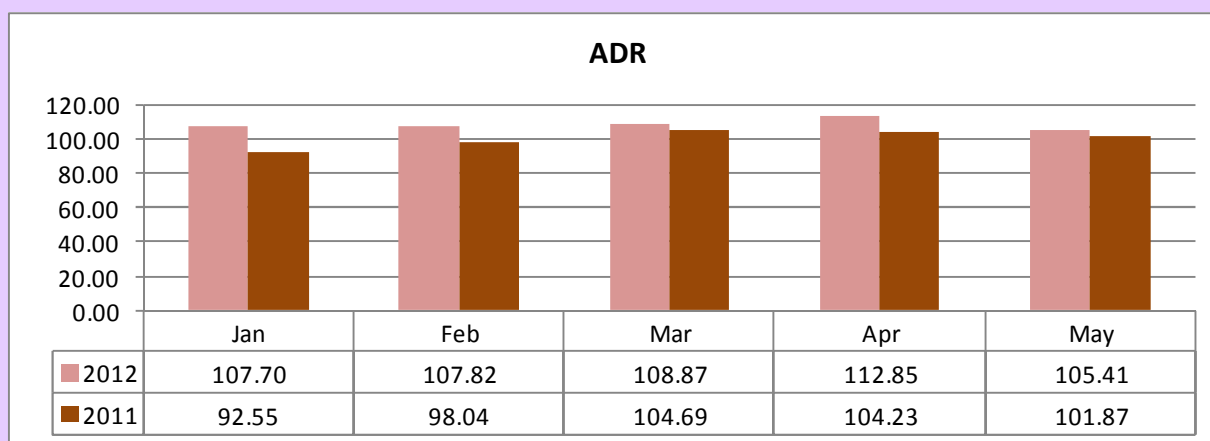
LouisianaTravel.com

Monthly Research Dashboard

LOUISIANA LODGING INDICATORS



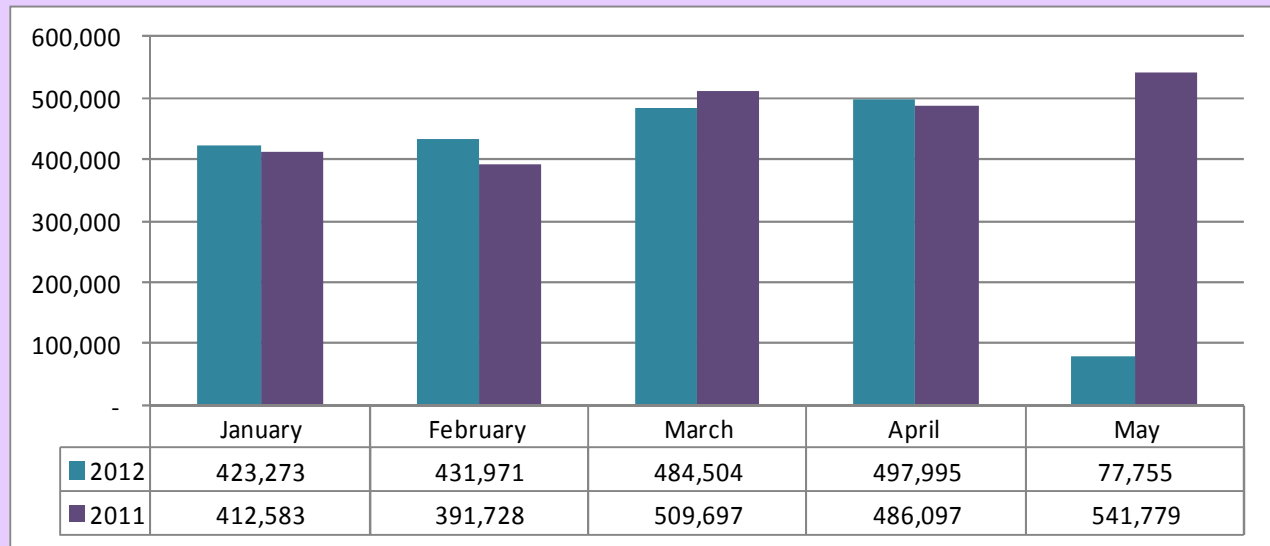
Louisiana statewide occupancy rates saw a very slight decrease in April's occupancy rate over May (-0.6%).



Louisiana statewide saw a slight decrease in ADR from April to May but remains strong overall.

Source: Smith Travel Research

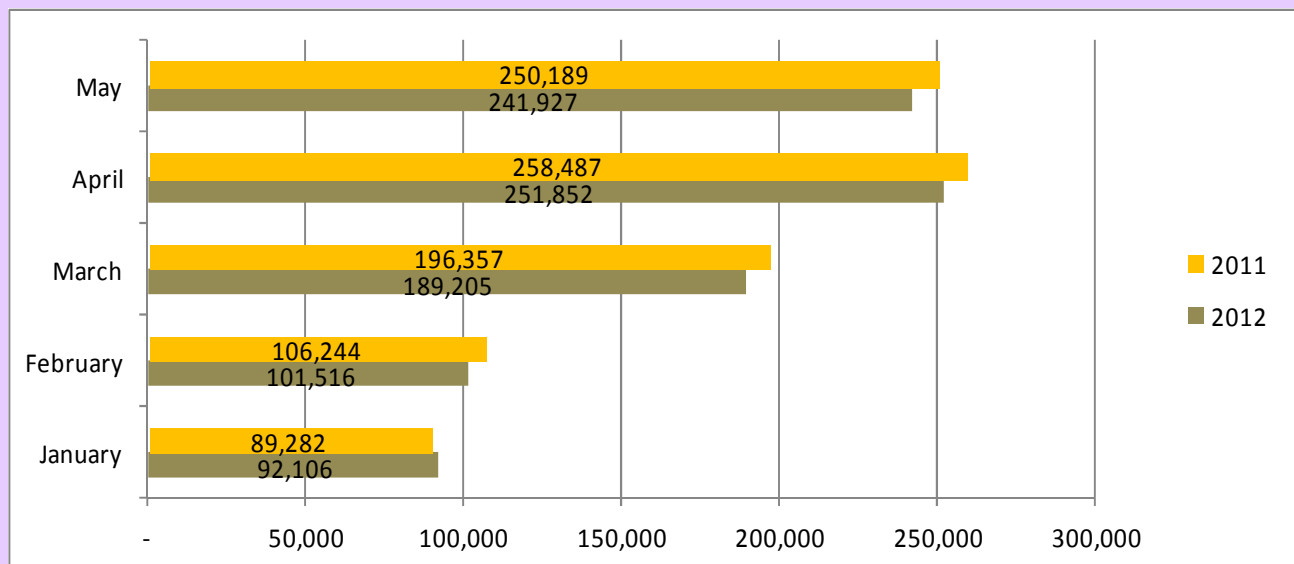
LOUISIANA AIRPORT TRAFFIC



Monroe enplanements for March, April & May 2012 and New Orleans, Lake Charles & Shreveport enplanements for May 2012 are not reported in total.

Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

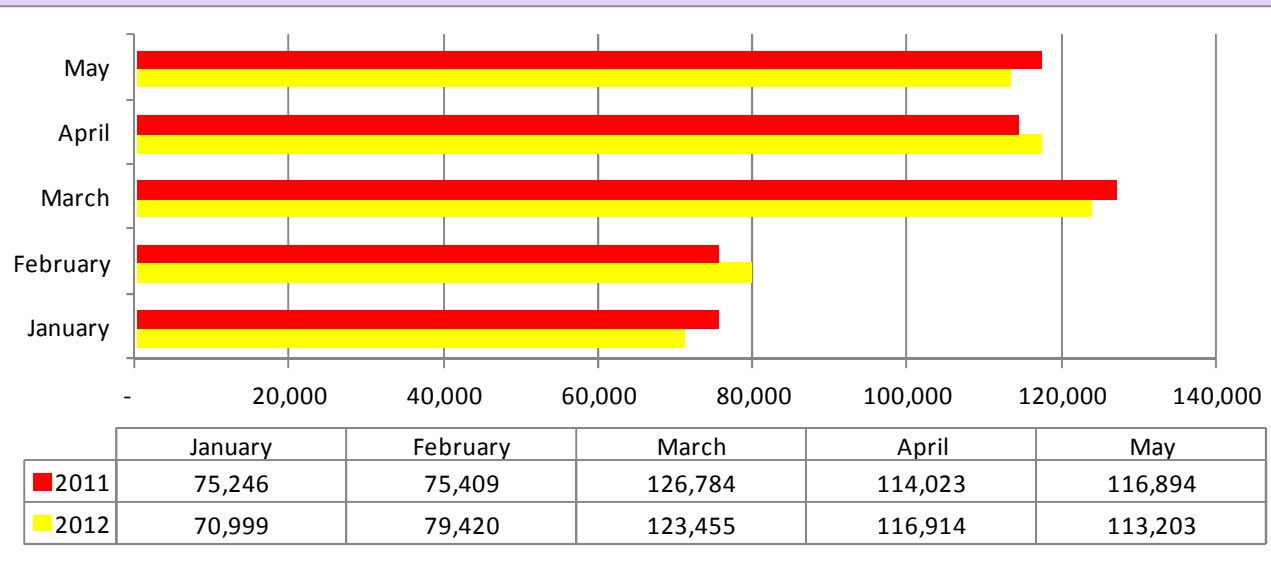
LOUISIANA STATE PARKS YR OVER YR VISITATION



For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

LOUISIANA WELCOME CENTERS



Top Ten Welcome Center International Visitor Totals Jan-May 2012

Canada*	13,157
Germany	3,309
France	3,119
United Kingdom	3,107
Mexico	2,352
Australia	1,805
Netherlands (Holland)	558
Sweden	535
Switzerland	488
Belgium	446

Top Ten Welcome Center Domestic Visitor Totals Jan-May 2012

LA	129,846
TX	84,987
MS	35,276
AL	29,340
FL	27,186
GA	12,208
CA	8,560
TN	7,664
MI	7,001
IL	6,801

*Canada includes all of Canada provinces captured.

Contact Nancy Broussard in Welcome Centers at 225.342.8122 for specific welcome centers visitation numbers.

Source: Louisiana Welcome Centers

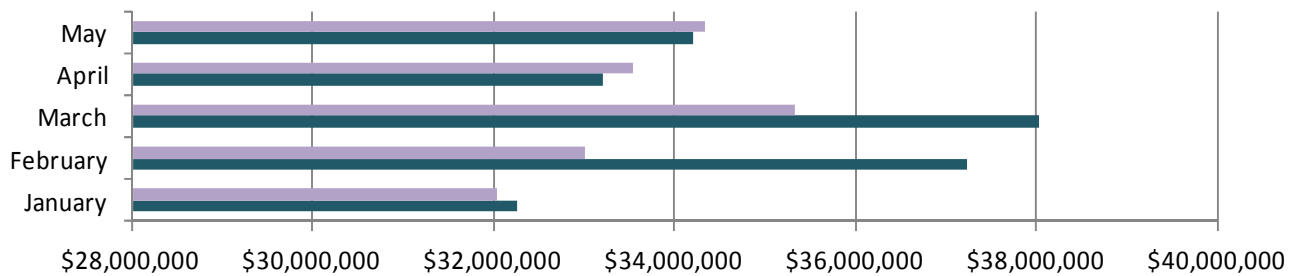
LOUISIANA GAMING GROSS REVENUE

Riverboats



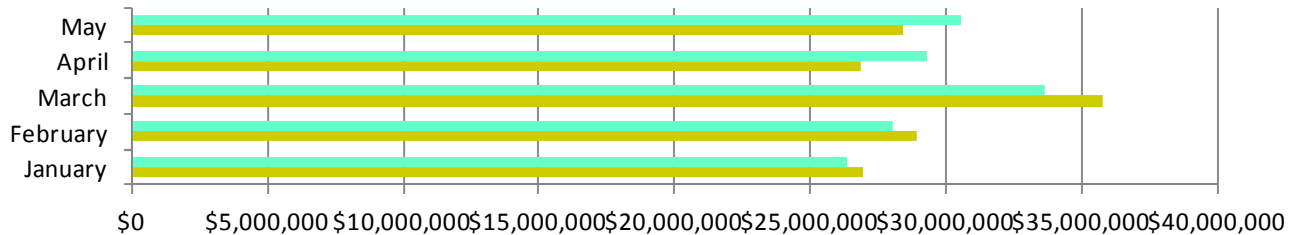
	January	February	March	April	May
2011	\$132,867,506	\$138,399,920	\$146,384,305	\$139,644,432	\$138,289,572
2012	\$126,350,113	\$151,040,918	\$154,099,295	\$131,456,284	\$141,487,183

Racinos



	January	February	March	April	May
2011	\$32,041,683	\$33,013,352	\$35,336,062	\$33,549,105	\$34,336,256
2012	\$32,250,943	\$37,242,339	\$38,024,290	\$33,198,314	\$34,212,602

Land-based



	January	February	March	April	May
2011	\$26,353,567	\$28,048,215	\$33,665,160	\$29,299,259	\$30,532,470
2012	\$26,962,106	\$28,911,670	\$35,755,891	\$26,838,327	\$28,454,539